

CLS1  
Most frequently occurring classifications of patents returned  
from a search of 09517195 on Sep 21 , 2006

Original Classifications

8	345/419
5	348/47
5	345/422
4	348/51
3	348/42
3	715/762
3	345/473
3	348/56
3	348/589
3	348/565
3	378/87
2	345/427
2	345/421
2	359/8
2	463/33
2	47/41.01
2	345/589
2	348/468
2	386/97
2	345/6
2	362/84
2	345/111
2	359/463
2	348/569
2	382/100
2	345/420
2	348/563
2	725/47
2	725/41
2	349/5
2	385/146
2	313/422
2	348/460
2	600/117
2	725/40
2	359/9
2	348/60

Cross-Reference Classifications

9	348/51
9	345/419
8	348/42
5	348/589
5	348/569
4	345/421
4	348/47
4	345/501
4	707/200
4	718/107
4	719/315
4	348/468
4	345/634
4	359/23
4	725/43
3	707/104.1
3	715/835
3	359/462
3	345/473

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 2 349/74

Combined Classifications

17 345/419  
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 11 348/42  
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 2 349/74  
 2 715/716

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	119	("5574836" "6201996" "5568598" "6005607" "6018348" "6175379" "4962574" "5191203" "5339423" "5398991" "5574845" "5680559" "5689662" "5729471" "5736983" "5745126" "5831606" "5833077" "5838322" "5844551" "5852441" "5900879" "5917657" "5936627" "5940820" "6008806" "6061049" "6094341" "6141018" "6160550" "6198503" "4010634" "4064528" "4249806" "4253737" "4269476" "4280139" "4289396" "4294445" "4308554" "4307528" "4322742" "4322855" "4332096" "4334298" "4341466" "4349173" "4390234" "4398189" "4421313" "4435779" "4448489" "4461118").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/21 17:21
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L3	141	( "4951177" "4953087" "4961639" "4971192" "4971425" "4971371" "4974215" "4977456" "4977326" "4978202" "4983956" "5000118" RE33559 "5003385" "5005110" "5019809" "5021773" "5180222" "5185600" "5187889" "5191642" "5202793" "5207019" "5210624" "5222780" "5223955" "5237650" "5240413" "5241418" "5243454" "5247365" "5250888" "5253116" "5282027" "5285265" "5291297" "5291674" "5293259" "5307450" "5308086" "5308117" "5309238" "5309550" "5313276" "5313511" "5316138" "5327174" "5341942" "5343249" "5357277" "5357579" "5363119" "5363984" "5371556" "5376970" "5379370" "5381191" "5394202" "5414471" "5424780" "5432871" "5434567" "5442744" "5446378" "5448686" "5461371" "5461428" "5465113" "5469224" "5469295" "5475533").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/21 17:22
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9/21/06 5:22:53 PM	C:\Documents and Settings\jreagan\My Documents\	EAST Workspaces\09517195.wsp				Page 4

## EAST Search History

S1	5912	advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/03/22 15:22
S2	61	(advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group"	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:37
S3	21	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (grid or matrix)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:38
S4	0	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (grid or matrix)) and transpar\$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:38
S5	12	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and transpar\$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:50
S6	1548	(advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transpar\$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:39
S7	1547	(advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparen\$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:40
S8	685	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparen\$) and (grid or matrix)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:40
S9	335	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and transparen\$) and (grid or matrix)) and evaluat\$	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:43
S10	2	("5,424,945").PN.	USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/03/01 17:43
S11	40	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (transpar\$ or translucent or opaque or clear)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:52

## EAST Search History

S12	2	((advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$)) and "focus group") and (transparent or translucent)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:57
S13	74	advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$) and measure and cognitive	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/01 17:56
S14	41	(advertis\$ and (viewer or consumer or buyer) and (response or reaction or evaluat\$) and measure and cognitive) and (transparent or translucent)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:44
S15	6	((("4,873,643") or ("4,800,510") or ("5,111,392"))).PN.	USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/03/02 15:47
S16	674813	Translucent ot transparent	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:47
S17	25258	(Translucent ot transparent) and graphic	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:47
S18	94185	Translucent ot transparent SAME graphic	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:47
S19	5279	(Translucent ot transparent) SAME graphic	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:48
S20	1845	((Translucent ot transparent) SAME graphic) and (reaction or response)	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:48
S21	25	((Translucent ot transparent) SAME graphic) and (reaction or response)) and psychological	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/02 15:48
S22	123	"expense reports"	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/03 16:36

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S23	24	"expense reports" and computer and wireless	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/03 16:31
S24	123	expense adj report	USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/03/03 16:36
S26	4	(("6,118,427") or ("5,424,945")).PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/03/22 15:24
S27	6	(("6,118,427") or ("5,424,945") or ("5,331,969,")).PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/03/22 15:25
S28	2	("5052401").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/03/22 15:26
S29	2	("4647964").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/03/22 15:28
S30	2	("5676138").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/09/09 13:42
S31	1	2003/0110144	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/03/22 15:53
S32	6	(("6118427") or ("5424945") or ("5676138")).PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/09/09 13:43